

FAFSA FRENZY



FAFSA Frenzy is a program of College Goal SundaySM. The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.



Effectively promoting your event and reaching target audiences

Presented by

Julie Meyer and Morgan McAboy



Promotional Efforts

MDHE/MASFAP (statewide)

- Statewide news release January 2013
- State employee payroll stuffer January 2013
- Articles in DESE *Guidance Digest*
- Promotion via J2C
- Promotion via all MDHE print materials
- Promotion via Planning & Paying workshops
- [Wallpaper/screensaver](#)

Each site coordinator

- Local news release, PSA, media talking points, etc.
- Local collaborations
- Distribution of promotional items and materials to target audiences
- Add events to local community calendars
- Local distribution of [wallpaper/](#)[screensaver](#)
- Sidewalk chalk messages



Who are our target audiences?

- Low income students
- First generation college students
- African-American/black and Hispanic/Latino students
- Foster youth
- Homeless youth
- Students attending under-resourced secondary schools



2013 Promo Items





FAFSA Frenzy Screensaver

www.dhe.mo.gov/ppc/fafsa_completion.php



Get **FREE**
help completing
the **FAFSA**.

Attend an event in
January, February, or March 2013!



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New this year!

Sidewalk Chalk





FAFSA Frenzy Fridays

- Explore creative avenues in which to promote FAFSA Frenzy at your institution or school





Community Calendar Example

Example from
Jefferson City
News Tribune
(a newspaper
Website)

Go! events

tutu cute
DAILY DEALS UP TO 90% OFF
[SHOP NOW >](#)

Go! events can show you when and where to be.

[Home](#) [News](#) [Sports](#) [Weather](#) [Classifieds](#) [Go!](#) [Volunteer](#)

[Prev](#) [Next](#) [PRINT](#) [SUBSCRIBE](#) [ICAL](#) [RSS](#)

"A Touch of Pencil"
Friday, October 26, 2012
Location: Missouri River Regional Library Art Gallery
exhibit by Joey Crider
City: jefferson city
[ADD TO CALENDAR](#) [FORWARD TO FRIENDS](#) [OTHER EVENT ACTIONS](#)

VSA Exhibit
Friday, October 26, 2012
Location: Capital Arts
1203 Missouri Blvd
display of artists with disabilities
City: jefferson city
[ADD TO CALENDAR](#) [FORWARD TO FRIENDS](#) [OTHER EVENT ACTIONS](#)

Jefferson City Cosmopolitan Club
Friday, October 26, 2012 | 12 - 1pm
Location: American Legion Hall annex
City: jefferson city
[ADD TO CALENDAR](#) [FORWARD TO FRIENDS](#) [OTHER EVENT ACTIONS](#)

Cole County Farmers Market
Friday, October 26, 2012 | 4 - 6pm
Location: Kmart parking lot
City: jefferson city
[ADD TO CALENDAR](#) [FORWARD TO FRIENDS](#) [OTHER EVENT ACTIONS](#)

El Puente BBQ
Friday, October 26, 2012 | 4 - 7pm
Location: St. Peter's Selinger Center
BBQ provided by Lutz's
Take outs available
Tickets \$10
Entertainment by Father Tony
City: Jefferson City
Price: \$10 per ticket
Additional Event Information: Food Services Available, Kids/Family Friendly, Senior Friendly
Contact Name: Sister Peggy Bonnot
Contact Email: Elpuentemo@gmail.com
Contact Phone: 563-635-2540
[ADD TO CALENDAR](#) [FORWARD TO FRIENDS](#) [OTHER EVENT ACTIONS](#)

Submit Your Event!

ONLINE EXCLUSIVE



Community Calendar Examples

Example from
KRCG, a
Jefferson City
television
station's
Website

http://www.connectmidmissouri.com/neighborhood/calendar.aspx - Windows Internet Explorer

http://www.connectmidmissouri.com/neighborhood/calendar.aspx

Contribute Edit Post to Blog

Favorites dhe.mo.gov Magic Flex Intranet 1150 Publications Sharepoint 1150 StudentPortal TMS Web Slice Gallery ESS

http://www.connectmidmissouri.com/neighbor...

Friday, October 26, 2012

connect midmissouri.com powered by KRCG

Home News Sports Weather Neighborhood Marketplace

49° Fair Hi: 53° | Lo: 30° Mostly sunny and chilly. View Zac Evans' Complete Forecast

Search

Stations News Events Community Calendar Connect with KRCG Deer Tracker Community Closings Our Town CBS Video

Do you have an event you would like to see listed in our calendar? Please submit it!

Note: To view event details, click on the calendar date and then the event.

October 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Callaway County Candidate Forum	2 RELAY FOR LIFE OF CALLAWAY COUNTY KICKOFF PARTY! Bunko Party - Relay for Life Fundraiser	3 Museum after Hours: "Good Old Fashioned Medicine"	4	Boone County Council on Aging Mature Living Festival Free CRAFTERNoon: Knotted Bracelets	6 Elks Lodge 513 Auxiliary 3rd Annual Bowling for Boobies
7 Give Me Shelter BBQ Assumption Catholic Church Fall Dinner St. Boniface Parish Fall Supper St. Boniface - Koeltztown Fall Supper St. Boniface Parish - Koeltztown Fall Supper	8 American Red Cross Blood Drive-Sponsored by New Bloomfield High School NHS	9	11th Annual CADV Brunch Fletcher KIA Grand Opening and Ribbon Cutting	11 Craft Clinic 2 Marilee Hemmel Fundraiser and Silent Auction American Meat Film Screening & Discussion	12 CBCO Blood Drive Free CRAFTERNoon: CD Coasters Southern Boone Hospitality Golf Tournament Blood Drive in Honor of LCol Leon B. Deraps Jay Band Barbecue Light the Night	13 Show Me 100 Bike Ride North Elementary Harvest Stampede 5K Walk/Run CB Pierce Fighters 5K Walk/Run (Relay for Life Fundraiser) Landscape Series Callaway County Humane Society Fall Craft Bazaar Hartsburg Pumpkin Festival Crop(s)crapbooking Brayden Kress Tharp Foundation Halloween 5K German Fest Sparks in the Fall

About Us News Sports Weather Neighborhood Marketplace

Internet | Protected Mode: On 100%



Advertisement Example

Example from
Jefferson City High
School's student
newspaper, *Red &
Black*





PSAs & News Releases

- Public Service Announcement p. 24
- PSAs are intended to be read by local radios or local news anchors
- News release and talking points p. 25-26
- Intended for local newspapers



2012 Outcomes

Organization or school	Facility type	County	% poor	% black	% Hispnc	%Distrct2011	#filers	Target#	%Target
Potosi High School	High school	Washington	20.7%	2.4%	1.1%	62.50%	33	4	100.00%
South Shelby County HS	High school	Shelby	12.0%	0.7%	1.2%	70.00%	15	4	100.00%
Southwest Baptist (Salem campus)	Postsecondary	Dent	18.2%	0.5%	1.0%	64.00%	5	4	100.00%
Harris Stowe University	Postsecondary	StL city	26.0%	48.3%	3.6%	72.44%	21	8	88.89%
Lincoln University	Postsecondary	Cole	9.6%	11.5%	2.5%	59.60%	29	10	83.33%
Saint Louis CC Harrison Center	Postsecondary	StL city	26.0%	48.3%	3.6%	72.44%	36	20	83.33%
Ritenour High School	High school	Saint Louis	9.6%	23.4%	2.6%	58.18%	42	28	82.35%
Grandview High School	High school	Jackson	15.7%	24.1%	8.4%	57.20%	25	9	81.82%
Seymour High School	High school	Webster					15	8	80.00%
Three Rivers Community College	Postsecondary	Butler	20.4%	5.6%	1.6%	57.14%	38	20	76.92%
Belton High School	High school	Cass					38	19	76.00%
Sullivan High School	High school	Crawford					12	6	75.00%
Herndon Career Center	Postsecondary	Jackson	15.7%	24.1%	8.4%	57.20%	30	20	74.07%
Moberly Area CC Kirksville Higher Ed Cntr	Postsecondary	Adair					7	5	71.43%
Sparta High School	High school	Christian	9.5%	0.8%	2.7%	67.21%	15	10	71.43%
Moberly Area CC Moberly	Postsecondary	Randolph	18.2%	6.0%	1.8%	56.86%	36	24	68.57%
North Central Missouri College	Postsecondary	Grundy	13.3%	0.7%	1.9%	76.92%	22	8	66.67%
Southeast Missouri State U Sikeston	Postsecondary	Scott					5	2	66.67%
Missouri State West Plains	Postsecondary	Howell	19.7%	0.5%	1.7%	54.77%	27	17	65.38%
Slater High School	High school	Saline	19.1%	5.5%	8.5%	71.43%	13	7	63.64%
State Fair Community College	Postsecondary	Pettis	16.2%	3.3%	7.5%	57.67%	27	14	63.64%
Republic High School	High school	Greene					31	17	60.71%
Rockhurst Univ	Postsecondary	Jackson	15.7%	24.1%	8.4%	57.20%	16	6	60.00%
Wentworth Academy/college	Postsecondary	Lafayette					6	3	60.00%



2012 Outcomes

Parents' level of education	Number	Percent
No high school or GED*	28	2.78%
High school or GED*	288	28.57%
Some college but no degree*	156	15.48%
Vocational certificate	36	3.57%
Two-year associate's	94	9.33%
Four-year bachelor's	217	21.53%
Graduate/professional	122	12.10%
Not sure	24	2.38%
Not answered	43	4.27%

* Percent first-generation = 46.83%



2012 Outcomes

Race/ethnicity	Number	Percent	Missouri's percent
American Indian/Alaska Native	11	1.09%	0.50%
Asian American/Pacific Islander	28	2.78%	1.80%
Black/African American/African	118	11.71%	11.70%
Hispanic/Latino	33	3.27%	3.270%
White/Caucasian	770	76.39%	80.80%
Other: Arab/middle eastern	1	0.10%	Not available
Not answered	47	4.66%	—
Total =	1,008	100.0%	98.5%



2012 Outcomes: Family income

- <\$20,000 = 172 (17.06%)
 - \$20k-\$40k = 228 (22.62%)
 - \$40k-\$60k = 208 (20.63%)
 - >\$60,000 = 331 (32.84%)
 - Not answered = 69 (6.85%)
- Data from U.S. Census
 - Median household income in MO = \$46,262
 - MO persons below poverty level 2010 = 14.0%
 - MO persons below poverty level 1999 = 8.6%



2013 Sign-in Sheets

- Student date of birth (DOB) added
- Name field clarified
- Pages 35-39 in Toolkit



Questions?